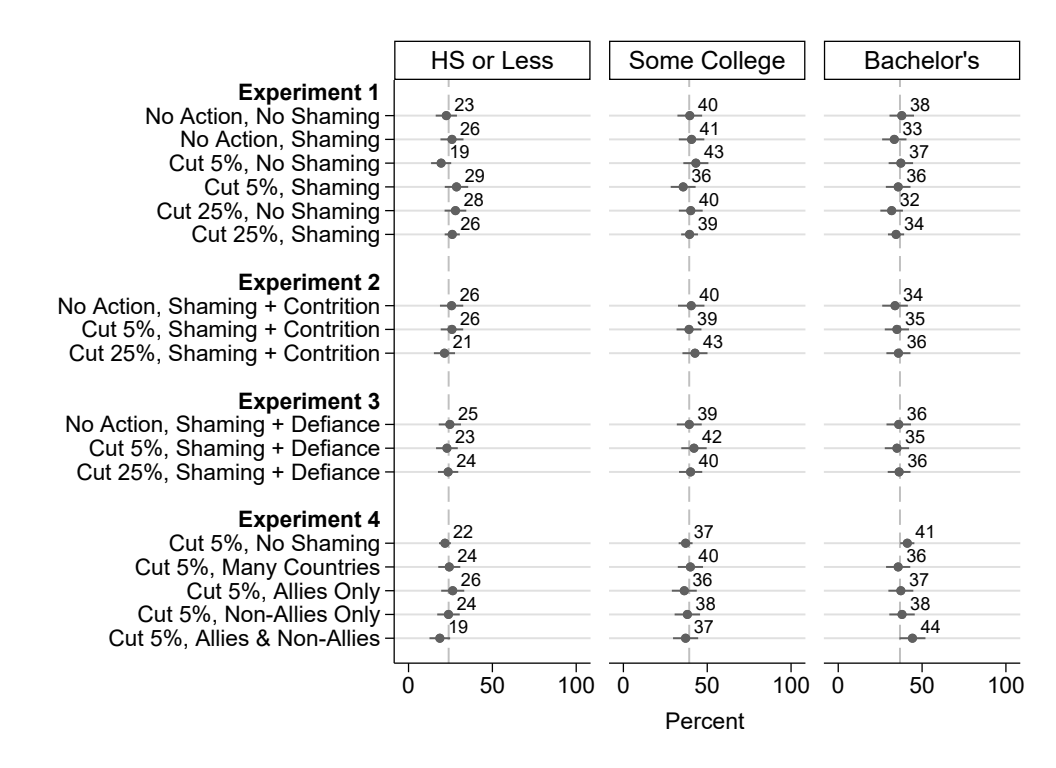
HS or Less
Some College
Bachelor's
Experiment 1
No Action, No Shaming
No Action, Shaming
Cut 5%, No Shaming
Cut 5%, Shaming
Cut 25%, No Shaming
Cut 25%, Shaming
23
26
19
29
28
26
40
41
43
36
40
39
38
33
37
36
32
34
Experiment 2
No Action, Shaming + Contrition
Cut 5%, Shaming + Contrition
Cut 25%, Shaming + Contrition
26
26
21
40
39
43
34
35
36
Experiment 3
No Action, Shaming + Defiance
Cut 5%, Shaming + Defiance
Cut 25%, Shaming + Defiance
25
23
24
39
42
40
36
35
36
Experiment 4
Cut 5%, No Shaming
Cut 5%, Many Countries
Cut 5%, Allies Only
Cut 5%, Non-Allies Only
Cut 5%, Allies & Non-Allies
22
24
26
24
19
37
40
36
38
37
41
36
37
38
44
0
50
100
Percent